

ABSTRACT OF THE DISCLOSURE

A system, computer program product and method including delivering an initial promotion to a customer, determining a status of the initial promotion delivered, selecting a related promotion based on the status of the initial promotion determined, and delivering the related promotion to the customer. The related promotion is selected based on the status of the initial promotion determined by selecting a predetermined related promotion associated with the status of the initial promotion determined. Moreover, the initial and related promotions may be delivered through an electronic or hard delivery medium, and the status of the initial promotion delivered may be determined by determining a status of the initial promotion based on electronic feedback from the customer or based on predetermined status criteria assigned to the initial promotion. Promotions may be delivered primarily through an effective delivery medium for a particular customer which is determined by applying a predetermined effectiveness criteria which includes one of determining the number of occurrences of a predetermined status within a delivery medium and determining the frequency of the customer's use of the delivery medium.